CALPEEK

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CAMPAIGN 2000: **CALIF.'S DULL U.S. SENATE RACE.**

Editor's note: **Calpeek** sources can't remember a duller U.S. Senate primary here in Calif. And it's because of the basic belief by GOP insiders that incumbent U.S. Sen. Dianne Feinstein(D) will be difficult if not impossible to defeat in November. Here's our final update and analysis, with some polling data...

...The polling first. Here's a side-by-side look at surveys by the Public Policy Inst. of CA and pollster Mervin Field. Both surveyed likely voters and during the same general time frame (Feb. 2-10). Here's the ***open primary results***...

	PPIC	Field
Feinstein(D)	49%	52%
Campbell(R)	14%	14%
Horn(R)	5%	4%
Haynes(R)	4%	3%
Others/undecided	28%	27%

...In terms of job approval, Feinstein gets **59%** in the PPIC survey vs. **56%** in the new Field Poll. Put another way, Feinstein is a *compromiser* who gets things done and doesn't come across as *highly partisan*. Thus Calif. GOP sources say there are other items on the political agenda which are more important than defeating DiFi, such as recapturing the White House and holding the U.S. House of Representatives...

...So given this background it's not difficult to understand why there's so little interest in the U.S. Senate primary. And it's almost a given that moderate U.S. Rep. Tom Campbell of San Jose will win the GOP nomination because he's got no GOP competition to speak of. FYI: In a 1-on-1 match between DiFi and Campbell, DiFi leads **53%** to **35%**, with **12%** undecided...

...State Sen. Ray Haynes is an obscure hardliner from Riverside with few resources. Like other hardliners who have run for the U.S. Senate in past years (H.L. Bill Richardson and the late Paul Gann), Haynes is on a *right wing crusade* in a State which likes its elected leaders close to middle ground. As for San Diego Co. Sup. Bill Horn, the question you have to ask is why did this guy even jump into the race unless he was prepared to spend more than the $300,000 he has put in so far???

...**Bottomline**: with two conservative lightweights as opposition, Campbell is coasting. The guy who could have made this race very interesting was Silicon Valley businessman/political activist Ron Unz. He briefly entered the primary, but dropped out to devote full time to pushing his Prop. 25. Given the fact that Unz might have spent $2-3 million of his own, and given his name ID, he could have won. Stay tuned...

CAMPAIGN 2000: **BUSH AND McCAIN BATTLE FOR THE HEART & SOUL OF CALIFORNIA REPUBLICANS.**

Editor's note: There's no doubt that politics is a ***contact sport*** and anyone who doesn't think so is a fool. So now Iowa, New Hampshire, Delaware, S. Carolina, Michigan and Arizona are history, with U.S. Sen. John McCain taking 3 of 6 from TX Gov. George W. Bush. So Mar. 7th becomes the critical date, with **Calif.** as the key state to watch. Here's our update and analysis...

...What we've learned thus far about this young 2000 presidential campaign is this: **1)** *negative campaigns* work, but if it goes over the line it can backfire; **2)** the *open primary* (especially in NH & MI) is causing havoc on the GOP side, as Democrats and independent voters have crossed over to cast ballots for McCain; **3)** with the exception of his home state, McCain has yet to demonstate he can win a primary without cross-over voters; and **4)** because of the GOP excitement, the *Demo battle* between VP Al Gore and former U.S. Sen. Bill Bradley is being somewhat *ignored* by the news media. This helps Gore, hurts Bradley...

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...In Calif., all four major presidential candidates are on tv and sources say both Bush and McCain have already paid for their tv buys. News reports say Bush still has $14 million cash-on-hand vs. $10 million for McCain. CA Bush sources say there has been no alert to once again begin raising $$$...

...In terms of Bush's Calif. GOP support, very early on most of the key GOP endorsements were wrapped up by Bush CA chair Gerald Parksy and State Sen. Jim Brulte; and with the exception of CA Sec. of State Bill Jones, all have remained loyal, but *nervous*. As for Jones' political future, it's too early to tell what impact his defection to McCain will have, but if McCain ends up in the White House, Jones would have a powerful ally come 2002. Regardless, some Bush supporters think Jones is a jerk with no backbone who will pay for defecting. Overall, McCain's Calif. setup is weak compared to Bush and there is some private polling which suggests that some GOP voters think there's a *Demo conspiracy* to "get" Bush. Hummm...

...With hardline conservatives such as Steve Forbes and Gary Bauer out of the race, where do the CA hardliners go? Those hardliners who remain undecided or confused, probably go to Alan Keyes, who continues to pull 4-5%. But our sources think most of the hardliners, especially from the CA Republican Assembly, are leaning toward Bush. Bush's S. Carolina message, although it backfired in Michigan, has a loud ring with Calif. hardliners. Bauer has endorsed McCain...

...As for other rank & file Calif. GOP voters, Bush continues to hold a lead over McCain, but our sources suspect there has been *some melt down* because of the carpet bombing on McCain in S. Carolina. And the Bob Jones Univ. appearance and what it symbolizes will return to hurt Bush – and maybe even here in Calif., which has large numbers of Catholic voters...

...In terms of reaching Calif. Republican voters, the key GOP slates are about evenly split between McCain and Bush: slate vendors Wayne Johnson, Rob Katherman, Allan Hoffenblum, and Ellis/Hart are lining up with McCain, while Tim Carey, Gilliard/Blanning and Fred Huebscher are with Bush...

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***CAMPAIGN 2000:* CALIFORNIA INITIATIVE UPDATE.**
Editor's note: **Calpeek** will return to recap all of the hot initiatives in our ***Election Preview*** issue next week. But for now, here's a look at 4 initiatives...

◆ ***Prop. 23*** – This is the initiative which would allow voters to cast a ballot for none of the above. There's just not a lot of support or enthusiasm for this initiative sponsored by Silicon Valley businessman Al Shugart – using funds from his *Friends of Ernest PAC*. "Ernest" happens to be a dog. Here's what Prop. 23 looks like in the new Field Poll:

	February	December
YES	30%	36%
NO	46%	46%
Undec.	24%	18%

◆ ***Prop. 25*** – This is the *Voters Rights 2000* campaign reform initiative sponsored by GOP activist Ron Unz and Demo Tony Miller, a co-author of Prop. 208. The YES side has very little $$$ - and unless Unz pops for some big bucks (which he's capable of doing), the YES side won't have any tv. By the time you read this, NO on 25 will be on tv in L.A. and S.F. Other markets to follow, depending on $$$...

...In terms of those important slates, the major GOP/Demo slates will be NO because Prop. 25 attacks the slates. And unlike past years where the League of Women Voters(LWV) and Calpirg have been pushing for campaign reform, both groups are *NO*, joining CTA, the CA Chamber of Commerce and organized labor. Common Cause is once again doing its knee jerk thing in support of 25, but NO on 25 sources say the CC board was split. Why the switch on this version of campaign reform? Perhaps the *partial public funding* plays a part, but true campaign reformers don't like Prop. 25's unlimited contributions of *soft money* to political parties. In terms of the latest polling, here's the Field Poll:

	February	December
YES	38%	38%
NO	38%	40%
Undec.	24%	22%

...In the battle for ***newspaper endorsements***, unlike 208, where all but two major newspapers endorsed the YES side, this time the papers are taking a careful look. On the **NO** side are the L.A. Times, the S.F. Examiner, the Oakland Tribune and the San Diego Union-Tribune. On the **YES** side are the BEE newspapers (Sacto/Modesto/Fresno) and the San Jose Mercury News. FYI: while 25 has more generous contribution limits to candidates ($3,000 for legislative races/$5,000 for statewide candidates), if the court

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reverses itself on Prop. 208, the much more restrictive and unreasonable contribution limits would be imposed…

◆ ***Prop. 28*** – This is the attempted repeal of 1998's Prop. 10, the successful initiative sponsored by Rob Reiner to impose a 50-cent surtax on cigarettes and tobacco products, with the money going for early childhood education. Prop. 10 won by only 80,000 vote – and would have lost had the NO side been on the slatecards. Reiner's *Coalition to Save Prop. 10* is on tv with a ***NO on 28*** ad and it doesn't look right now as if the YES on 28 sponsor Ned Roscoe will pony up the big bucks to mount a tv campaign. And Philip Morris took out an ad in the 2/23 edition of the *L.A. Times* saying it would NOT get involved in Prop. 28. Here's the Field Poll results:

	February	December
YES	29%	29%
NO	57%	59%
Undec.	14%	12%

…So far, most of the major newspaper endorsements have gone to the NO side: L.A. Times, BEE newspapers, S.F. Chronicle & Examiner, Oakland Tribune and the San Jose Mercury-News…

◆ ***Props. 30 & 31*** – This is the special interest war between the big auto insurance companies and CA trial lawyers. The insurance industry qualified a ***referendum*** on two bills that were signed by Gov. Davis giving consumers the right to sue auto insurers in certain cases. Very complex, but it's all about the Royal Globe case which we've written about before. So it was not the trial lawyers who put 30 & 31 on the ballot, but you might think so if you just saw the NO on 30/31 tv ads. Right now the advantage is with the NO side. The Field Poll on 30/31 are very similar:

YES	25%
NO	46%
Undec.	29%

…There was no previous polling by Field, just this first sample in February. And with the NO side's warchest of $44 million (huge), it's really an uphill battle for the Consumer Attorneys of CA and their various consumer group allies. Still, the YES side has won just about every major newspaper endorsement – L.A. Times, BEEs, San Jose Mercury News, S.F. Chron & Examiner, the Riverside Enterprise and lots of smaller papers. The only endorsement they lost, to the San Diego Union Tribune, the U-T editorial board *refused* to meet with the YES on 30 side. Stay tuned…

CAMPAIGN 2000: **CALIFORNIA LEGISLATIVE RACES.**

Editor's note: Here's is Part VI in our continuing series of updates on key legislative primary races…

☒ ***28th AD*** – This is the open AD of *termed out* GOP Assemblyman Peter Frusetta(R). Demos have been trying to retake this AD ever since Frusetta first won here 6 years ago. On the Demo side, former legislative staffer Sandra Pizarro is locked in a tight race with Monterey Co. Sup. Simon Salinas. Salinas is giving up his safe supervisorial seat to make this run. The Calif. Demo Party is neutral here, but the Latino Caucus is with Pizarro, while labor is with Salinas. The *wildcard* in this Demo primary: in 1996 Salinas was busted for DUI. He admitted his mistake and won reelection to the Board of Supes and hasn't tried to hide this fact. Salinas polling indicates the DUI isn't a strong issue. Sources rate the contest as a toss up *unless* lots of late money pours in for Pizarro…

…On the GOP side, Frusetta has endorsed moderate GOPer Laura Perry, who has poured lots of her own $$$ into this race. Sources describe her as a *yuppie GOPer*. She's from Morgan Hill and sources say she's not shy (in other words, she's a very aggressive campaigner). The conservative in this race is Jeff Denham, who hasn't raised that much money. He's a favorite in the ag community. Sources rate Perry a slight favorite based on $$$…

☒ ***34th AD Update*** – This AD is GOP turf which now belongs to Assemblyman Keith Olberg(R), who is termed out. In the primary, it's former Victorville City Mgr. Jim Cox against former conservative Assemblyman Phil Wyman. Cox recently won the endorsement of State Sen. Pete Knight. But more important, Cox is blasting Wyman as a "career politician" who will get a huge spike in his pension should he win election in the 34th AD. It's a solid hit. Other endorsements for Cox include the CA Assn. of Realtors PAC, PORAC, San Berdu Co. Sheriff Gary Penrod. Still, sources rate the contest very close…

☒ ***42nd AD Update*** – In this Demo AD, West Hollywood Councilman Paul Koretz got the endorsement of Gov. Gray Davis. And we're now seeing the battle of the "pot holder" mailings. Got the Amanda Susskind pot holder last week and we're anticipating a pot holder from Koretz. This race is still rated a toss up between these two…

☒ ***55th AD*** – This is the open AD now represented by Dick Floyd(D), who is *termed out* and is running for the 25th SD against follow Demo Ed Vincent of Inglewood. There are 4 Demos running in the 55th, with Water Board director Keith McDonald and Long Beach Councilwoman Jenny Oropeza in the top tier --- based on endorsements. The candidate with the big $$$ is attorney Ed Tabash. Community college trustee Carl Robinson is also a 2nd tier candidate. Tabash, who used to live in the 41st AD (*Malibu Eddie*), but moved to the 55th, is the *wildcard* because he loaned himself $360,000. And sources say

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Tabash may be kicking himself because he probably could have won the 41st AD. He came in 2nd to Assemblywoman Sheila Kuehl 6 years ago. McDonald won the CDP endorsement and has been endorsed by Floyd and by his mom, U.S. Rep. Juanita McDonald. Oropeza has backing from popular Long Beach Mayor Beverly O'Neill and from L.A. Mayor Dick Riordan, plus the Latino Caucus, State Sen. Debra Bowen and labor. In her last report, Oropeza had raised $188,900. No internet report was available for McDonald. Sources are unsure how this primary plays out because of Tabash. Toss up…

☒ ***44th AD*** – This is the open AD now represented by Demo Assemblyman Jack Scott of Pasadena, who is locked in a very tight primary with fellow Demo Scott Wildman of Burbank to replace State Sen. Adam Schiff(D). The 44th AD is considered a *swing AD*, but probably leans a little Demo these days. On the Demo side, perennial candidate Barry Gordon is running again, after suffering 2 defeats in his attempts to oust GOP U.S. Rep. Jim Rogan. Gordon has residual name ID, backing from labor and an endorsement from the CA Demo Party. Not bad at all, plus he had $156,611 cash on hand in the last report. Gordon's key rival is La Canada Flintridge Councilwoman Carol Liu, who loaned herself $200,000. She got out in the mail early to play catch up with Gordon and is not only hitting Demo mailboxes, but GOPers too. Attorney Diana Peterson-More can't be dismissed either because she probably takes votes away from Liu. The 4th Demo on the ballot is Victor Franco Jr. He has withdrawn from the race and endorsed Liu. Sources still rate Gordon a very slight favorite, but voters may be looking for a fresh face on the Demo side…

…On the GOP side is where things get complex. The favorite is conservative Susan Carpenter McMillan, the former spokesperson for Paula Jones and anti-abortion hardliner. But she hasn't raised that much money and key members of her campaign quit not long ago: savvy consultant Bob Gouty and veteran fundraiser Lynn Bryan. Former So. Pasadena Councilman Robert Wagner's campaign is going nowhere, leaving Pasadena businessman Damian Jones. Jones worked for former Gov. Pete Wilson and sources say Wilson operatives recruited Jones. These same Wilson allies just threw a fundraiser for Jones and it's expected he'll do some late mail. If the money comes through for Jones, he has a shot. Demos want McMillan…

☒ ***23rd SD Update*** – Still a very tight primary for this open SD now represented by Tom Hayden(D). Both Assemblymembers Sheila Kuehl and Wally Knox are giving postage workers more mail than you could imagine and both are on cable tv with excellent ads. Kuehl's was produced by Parke Skelton, while Knox's ad was produced by Galanty & Company. FYI: the L.A. Daily News endorsed Knox, which helps him in the Valley with GOP cross-over voters. Stay tuned…

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CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting…

■ ***15th CD Update*** – In this critical open seat battle, GOP Assemblyman Jim Cunneen is just waiting to see which Demo he'll face in November. According to the *S.F. Chronicle*, Bill Peacock has dumped in another $500,000 to his campaign and sources say that Demo Assemblyman Mike Honda is being ***outspent*** 2-to-1, perhaps more. Both Honda and Peacock are on tv and Peacock is in the mail (he may have as many as 15 mail pieces). But then Peacock has some catching up to do because Honda is better known. Still, all that $$$ has to concern Honda supporters. And where is President Bill Clinton, who helped persuade Honda to run? He's nowhere to be seen. *Disappeared.* Would Clinton be of help? According to the latest Field Poll, here in Calif., Clinton's job approval rating is **64%**. So the answer is YES, he could help Honda…

■ ***Calpeek's Legal File*** – 2nd Court of Appeals has sided with consultant Richie Ross in a defamation lawsuit brought by former Assemblyman Richard Katz…

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook…

● A very sad note: Former State Sen. Ken Maddy died Feb. 19th after a yearlong battle against cancer. He was 65. He was in the Assembly from 1970-78 and in the State Senate from 1979 until he was termed out in 1998, representing the Fresno area. From 1988-95 he was the GOP senate leader. In 1978 made a long shot run for governor and finished 3rd but his campaign was impressive. The Public Policy Inst. at CSU-Fresno is named in his honor. He really was one of the good guys and will be missed by his many friends. R.I.P…

● After just over two years with Goddard Claussen as exec vp/creative director, Joel Maliniak has resigned to resume indy campaign/media work. He can be reached at (323)933-5432…

● Ann Marie Wallace, who was communications director for Planned Parenthood in Sacto, is now Western political director at the White House Office of P/A…

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